

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-78. (cancelled).

79. (new) A method of tailoring a user interface favorites menu for a user, the method comprising:

providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic;

providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

receiving an online identifier for a user;

accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

based on the demographic characteristic associated with the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus; and

automatically making the selected favorites menu perceivable to the user.

80. (new): The method of claim 79, wherein the first favorites menu comprises a first pull-down menu and the second favorites menu comprises a second pull-down menu that differs from the first pull-down menu that differs from the first pull-down menu.

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81. (new): The method of claim 79, wherein the first favorites menu contains one or more links that enable access to the first content from a remote source, and the second favorites menu contains one or more links that enable access to the second content from a different remote source.

82. (new): The method of claim 81, wherein the remote source comprises a network services provider.

83. (new): The method of claim 81, wherein the first content comprises e-mail.

84. (new): The method of claim 81, wherein the first content comprises internet content.

85. (new): The method of claim 81, wherein the first content comprises a chat session.

86. (new): The method of claim 79, wherein the demographic characteristic of the user comprises a maturity level of the user.

87. (new): The method of claim 86, wherein the first demographic characteristic comprises a child maturity level and the first favorites menu enables access to child appropriate content.

88. (new): The method of claim 87, wherein the second demographic characteristic comprises an adult maturity level and the second favorites menu enables access to adult appropriate content.

89. (new): The method of claim 79, wherein automatically making the selected favorites menu perceivable comprises making the selected favorites menu perceivable without manual selection by the user of the selected favorites menu.

90. (new) A method of tailoring a user interface toolbar for a user, the method comprising:

providing a first user interface toolbar control element related to first content and configured to enable access to the first content by users having a first demographic characteristic;

providing a second user interface toolbar control element related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

receiving an online identifier for a user;

accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

based on the demographic characteristic associated with the user, automatically selecting a selected user interface toolbar control element from among a plurality of user interface toolbar control elements that includes the first and second user interface toolbar control elements; and

automatically making a toolbar perceivable to the user, the toolbar including the selected user interface toolbar control element.

91. (new): The method of claim 90, wherein the selected user interface toolbar control element comprises a pull-down menu.

92. (new): The method of claim 90, wherein the selected user interface toolbar control element comprises a button.

93. (new): The method of claim 90, wherein the first user interface toolbar control element includes a link that enables access to the first content from a remote source and the second user interface toolbar control element contains one or more links that enable access to the second content from a different remote source.

94. (new): The method of claim 93, wherein the remote source comprises a network services provider.

95. (new): The method of claim 93, wherein the first content comprises e-mail.

96. (new): The method of claim 93, wherein the first content comprises internet content.

97. (new): The method of claim 93, wherein the first content comprises a chat session.

98. (new): The method of claim 90, wherein the demographic characteristic of the user comprises a maturity level of the user.

99. (new): The method of claim 98, wherein the first demographic characteristic comprises a child maturity level and the first user interface toolbar control element enables access to child appropriate content.

100. (new): The method of claim 99, wherein the second demographic characteristic comprises an adult maturity level and the second user interface toolbar control element enables access to adult appropriate content.

101. (new): The method of claim 90, wherein automatically making the toolbar perceivable to the user comprises changing an existing collection of user interface controls on the toolbar.

102. (new): The method of claim 101, wherein changing an existing collection comprises adding the selected user interface toolbar control element to the toolbar.

103. (new): The method of claim 101, wherein changing an existing collection comprises removing another user interface toolbar control element from the toolbar.

104. (new): The method of claim 101, wherein changing an existing collection comprises replacing an existing user interface toolbar control with the selected user interface toolbar control element.

105. (new): The method of claim 90, wherein receiving an online identifier comprises receiving the online identifier via a network connection.

106. (new): The method of claim 90, wherein automatically making the selected user interface toolbar element perceptible comprises making the selected user interface toolbar element perceptible without manual selection by the user of the selected user interface toolbar element.

107. (new): A computer implemented system for tailoring a user interface favorites menu for a user, the system comprising:

means for providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic;

means for providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

means for receiving an online identifier for a user;

means for accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

means for automatically selecting, based on the demographic characteristic associated with the user, a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus; and

means for automatically making the selected favorites menu perceivable to the user.

108. (new) A computer implemented system for tailoring a user interface toolbar for a user, the system comprising:

means for providing a first user interface toolbar control element related to first content and configured to enable access to the first content by users having a first demographic characteristic;

means for providing a second user interface toolbar control element related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

means for receiving an online identifier for a user;

means for accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

means for automatically selecting, based on the demographic characteristic associated with the user, a selected user interface toolbar control element from among a plurality of user interface toolbar control elements that includes the first and second user interface toolbar control elements; and

means for automatically making a toolbar perceivable to the user, the toolbar including the selected user interface toolbar control element.